

***Siketina N. H.***

*Assistant of the Department of Economic Analysis and Accounting  
National Technical University "Kharkov Polytechnic Institute"*

## **SYSTEM-ISSUES OF DEVELOPMENT OF HOTEL BUSINESS**

The hotel economy is a major component of tourism and one of the most profitable branches of the economy. Domestic hotel business should become a significant factor in economic growth and improvement of material welfare of the population; promote entrepreneurship development, additional income to both local and state budgets, to serve as a source of job creation, as well as to create a favorable tourist image of the regions [1, p. 2].

However, the functioning and development of the hotel business, as the most profitable sector of services, is constrained by many factors today, the main of which are: obsolescence of logistics enterprises, lack of proper service level and low quality of services, limited investment activity, insufficient professional training of personnel, insufficient state support for the industry, lack of a strategy for the development of hotel business in the future, etc.

In order to intensify the development of hotel business, it is first and foremost to identify the main factors hampering the development of the industry.

The system of development of hotel and restaurant business includes:

Developing a strategy for the functioning of its subjects;

Creation or development of the structure of existing marketing units within their boundaries;

Improving the quality of service delivery and increasing their range;

Increase of investments in reconstruction and construction of hotel enterprises;

Creation of a multi-level system of training, retraining and professional development of personnel of hotel enterprises;

Identification of the specialization of hotels and their optimization in accordance with the priority types of tourism;

Deepening of interregional and international relations in the field of hotel and restaurant business.

Possibility of successful provision of hotel enterprises is to build and effectively operate a financial and economic mechanism for managing their activities. Providing the effective formation of the development system of enterprises of the hotel industry should be based on the consistency of its goals with the directions of financial and economic policy of the state, the region and enterprises. This affinity is able to ensure the implementation of the main areas of accumulation and use of resources (financial, labor, material) to achieve the results of financial and economic activities of hotel enterprises, which should lead to the operation of this system.

Therefore, generalization theoretical foundations of scientific thought regarding the financial and economic system of development of activity of hotel enterprises, which it is expedient to consider due to consideration of their features, which are formed under the influence of such factors as: the specialization of the hotel company; organic communication with other sectors of the tourism industry; socially oriented character of activity; the seasonal nature of many hotels and tourist establishments; the non-material nature of the hotel product, characterized by the creation of a special type of services that are consumed only at the time of their offer; complexity of the hotel product; a deep personalization of the process of servicing customers of hotel services; a variety of activities in the area of services that are associated with the process of hospitality, reception and service of tourists, which will ensure the effectiveness of development of the development of hotel enterprises [2, p. 4].

Among the main ways of adapting hotel enterprises to changes in the environment, one can distinguish the following: Assessment of the effective functioning of hotel enterprises; Development of a system of measures for improving the functioning of hotel enterprises; Introduction of optimization measures for the functioning of hotel enterprises through the development of modern business methods.

The development of a hotel business development strategy should include the following methodological approaches to the sequence of execution of works:

The definition of goals and objectives for gaining strategic positions in the market,

Achieving the necessary technical level and product quality,

Increasing the efficiency of service delivery; determining the real possibilities of the hotel company for the implementation of the stated goals and objectives;

Justification of the development strategy, that is, the development of long-term and current measures of economic and financial development of the hotel company in order to provide the above-mentioned tasks; estimation of probable results;

The development and adoption of corrective measures to achieve the planned results activity of hotel enterprise.

With this in mind, the methods of economic, financial and administrative methods of creating a system for the development and regulation of hotel business adapted to the conditions of an external changing environment represent a certain theoretical value and have a strategic direction. In deciding to optimize the development of the hotel business, it is necessary to determine the ways of its implementation, that is, to choose the appropriate strategy of activity.

#### *References:*

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